

FIG. 1 is a block diagram of a system architecture. The system includes a central cloud labeled "INTERNET". Two "CONTENT SERVER" blocks are connected to the "INTERNET" cloud. Two user devices, each labeled "U", are also connected to the "INTERNET" cloud. A dashed line connects the two user devices. A "SHOSHKELE WEB SERVER" block, labeled "W", is connected to the "INTERNET" cloud. A "CONTENT SERVER" block, labeled "C", is connected to the "SHOSHKELE WEB SERVER". A dashed box labeled "10" contains a "USER MONITOR" block and a "DATABASE" block. A dashed box labeled "20" contains a "DYNAMIC PAGE CONTENT GENERATOR" block. A dashed box labeled "30" contains the "DYNAMIC PAGE CONTENT GENERATOR" block and the "DATABASE" block. Arrows indicate data flow: from the "USER MONITOR" to the "DATABASE", from the "DATABASE" to the "DYNAMIC PAGE CONTENT GENERATOR", and from the "DYNAMIC PAGE CONTENT GENERATOR" to the "SHOSHKELE WEB SERVER".

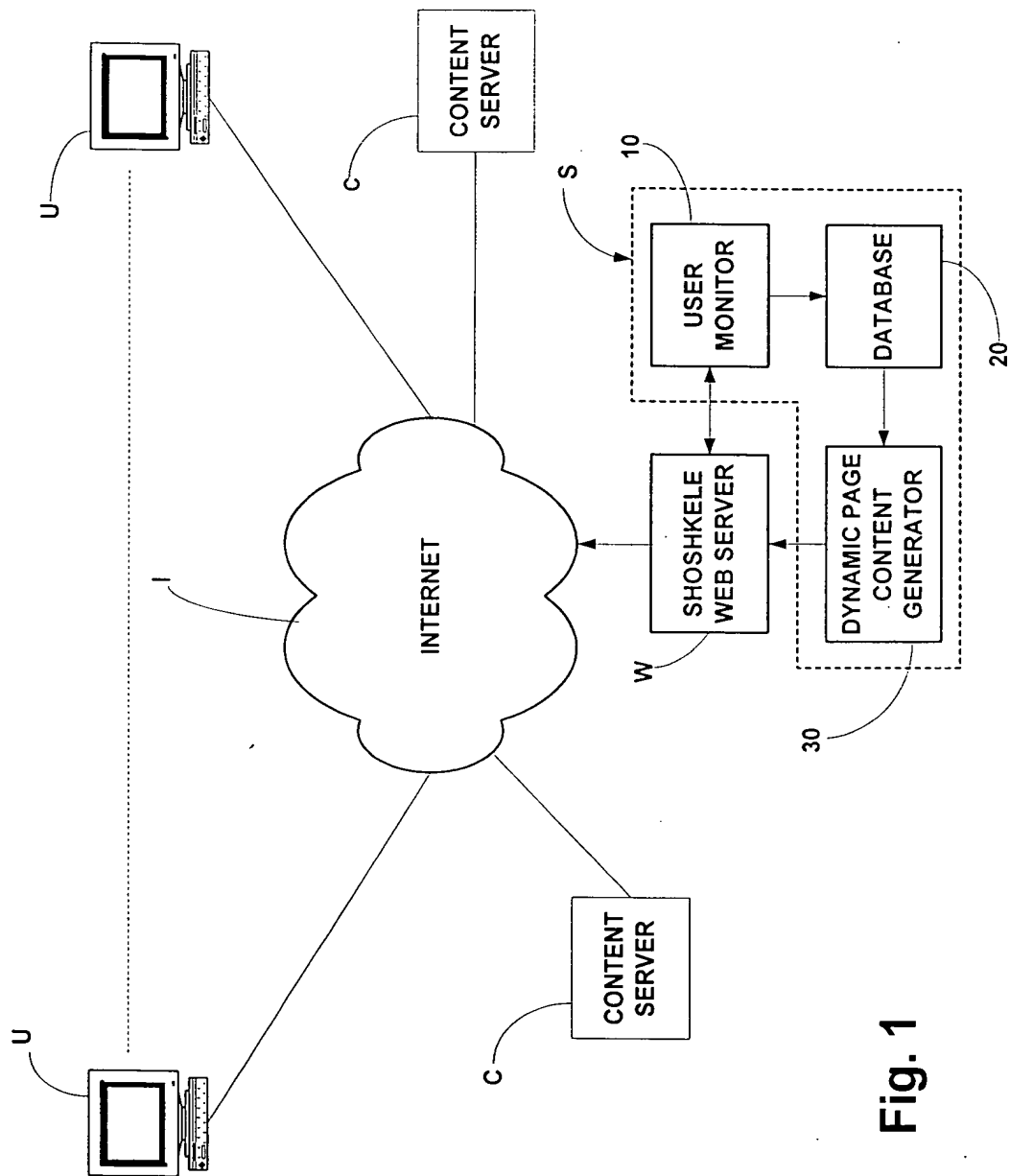
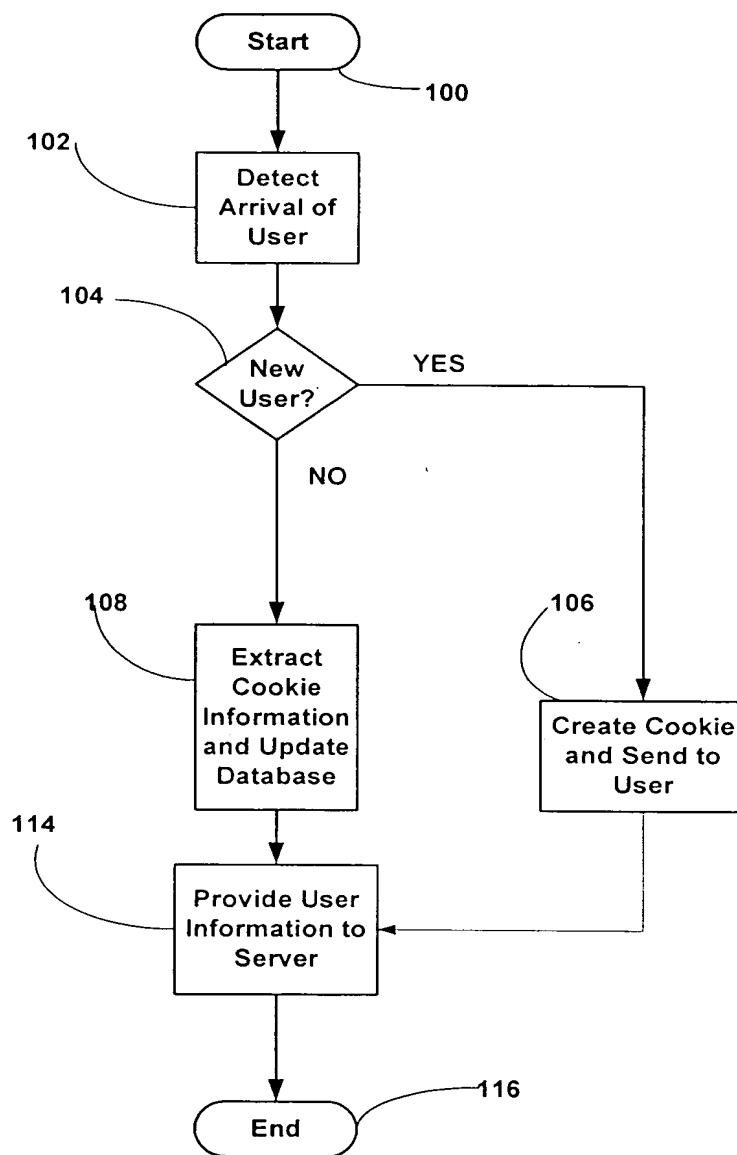


Fig. 1



**Fig. 2**

Fig. 3

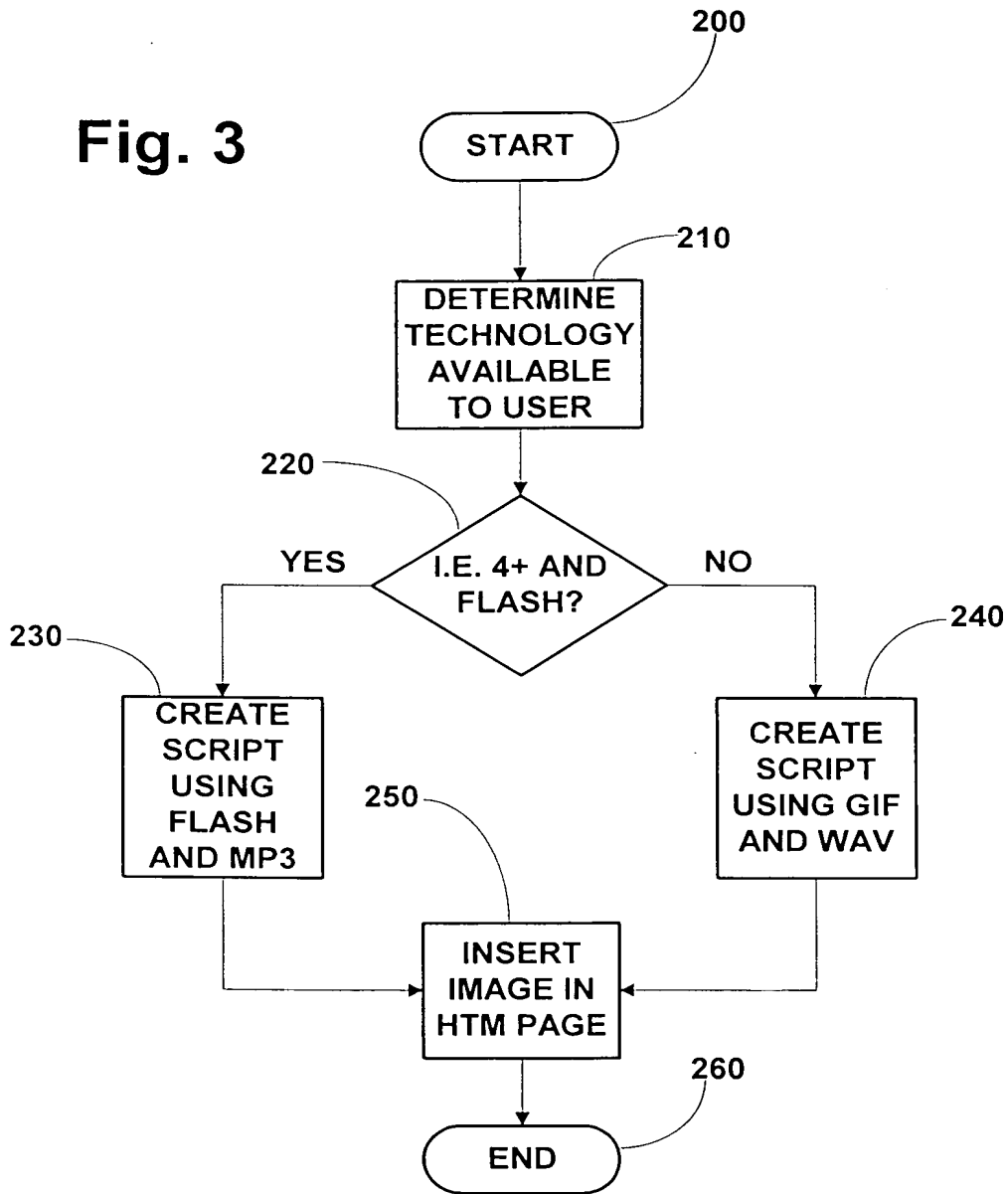
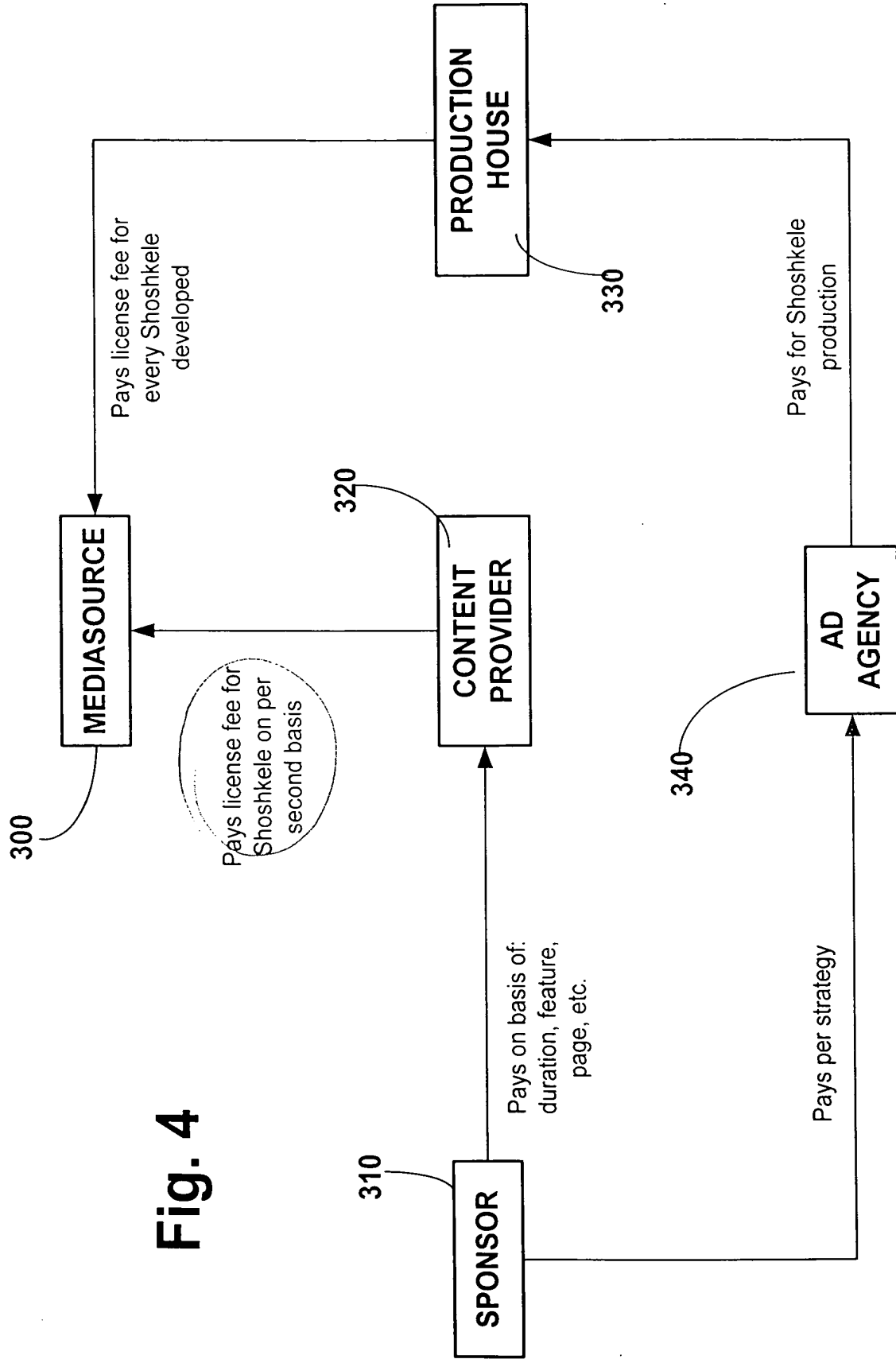


FIG. 4 is a block diagram of a system for providing content to a media source. The system includes a sponsor (310), a content provider (320), a media source (300), and a production house (330). The sponsor (310) pays the content provider (320) on the basis of duration, feature, page, etc. The content provider (320) pays the media source (300) a license fee on a per second basis. The media source (300) pays the production house (330) a license fee for every Shoshkele developed. The production house (330) pays the media source (300) for Shoshkele production. The sponsor (310) also pays the production house (330) per strategy.

Fig. 4



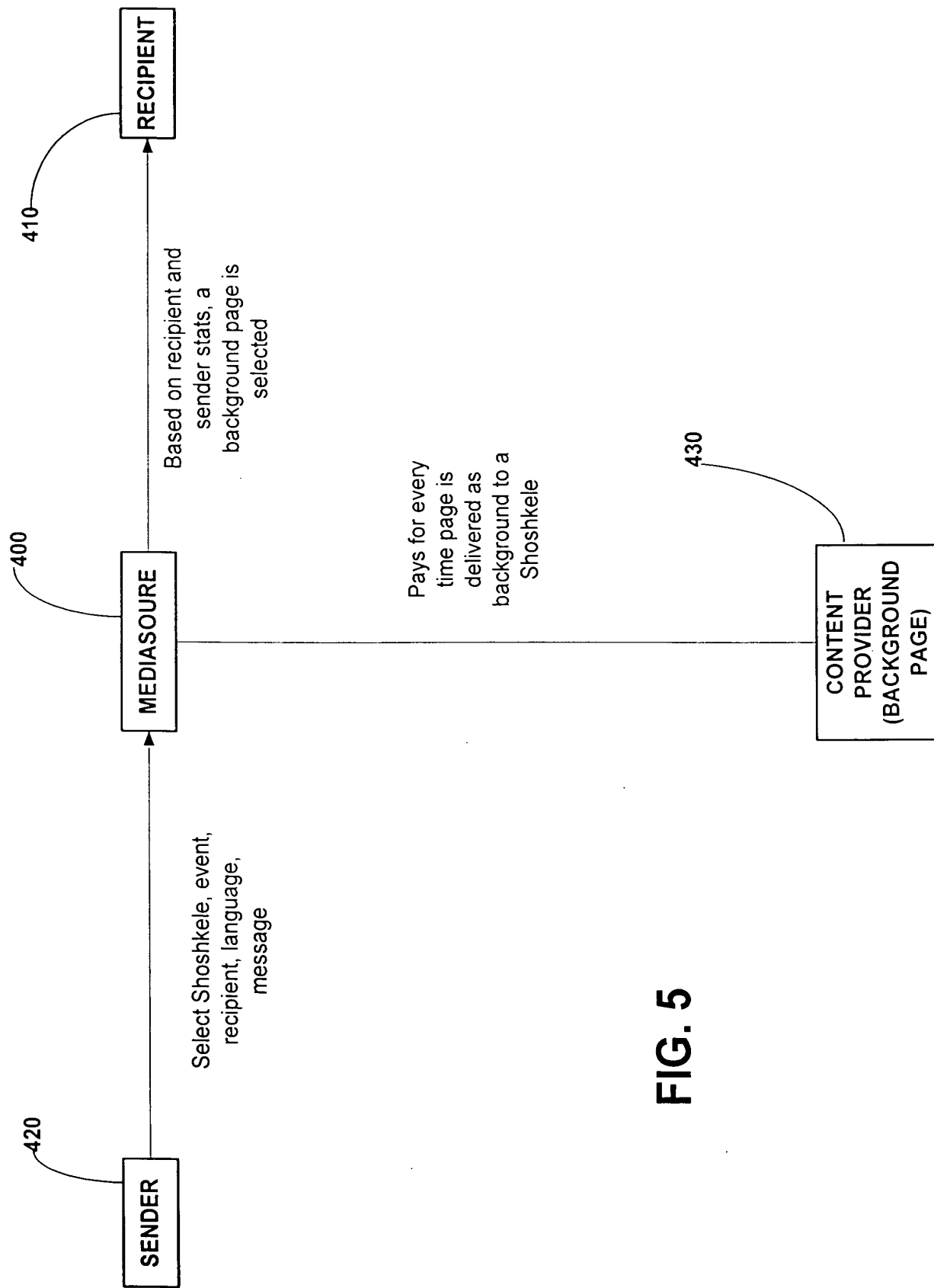


FIG. 5